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Home Care Assistance to Offer Free Rides for Seniors Who Give Up Their Keys

In recognition of Avenidas' program, "Shifting Gears: When to Stop Driving and How to Move Forward", Home Care Assistance will be offering free rides to their members on Wednesday, November 26th, 2014 to help with holiday errands and shopping the day before Thanksgiving

(Palo Alto, CA – November 24, 2014) – [Home Care Assistance](http://www.HomeCareAssistance.com), North America's premier provider of in-home care for seniors, will be offering free rides to Avenidas members to help them with holiday errands the day before Thanksgiving. This offering supports "Shifting Gears: When to Stop Driving and How to Move Forward", a campaign initiated by Avenidas, whose goal is to encourage seniors to proactively stop driving before they are no longer capable in order to prevent potential car accidents. In line with the company's mission to change the way the world ages and commitment to providing seniors with the assistance needed to remain safely and independently at home, Home Care Assistance is proud to support Avenidas' Shifting Gears program by offering free rides to their members who are unable to drive.

"We are thrilled that our friends at Avenidas are educating the community about safe driving practices and encouraging seniors to err on the side of caution when deciding whether or not to drive," said Dr. Kathy N. Johnson, Founder and CEO of Home Care Assistance. "We especially appreciate that the campaign helps seniors feel empowered when they choose to turn in their keys; discontinuing driving privileges does not mean they lose their independence but instead that they gain a certain "coming of age". Offering free transportation to older adults in the Palo Alto community in preparation for the Thanksgiving holiday was the least we could do to support them in this new phase."

Transportation is just one of many ways a Home Care Assistance caregiver helps the clients they serve maintain a high standard of living and independence. Home Care Assistance provides hourly and live-in services to seniors, allowing them to remain safely in their homes. Having an experienced and professional caregiver in the home of the client also provides family members respite and peace of mind. Caregivers utilize a holistic approach to aging, encouraging independence and engaging clients in physical and social activities, in addition to assisting with meal preparation, personal hygiene, bathing, medication reminders, mobility and more.

Free rides will be available to Avenidas members on Wednesday, November 26, 2014 between 8am and 6pm. There are no contracts or obligations associated with these rides. For more information about how to set-up a free ride for yourself or a loved one, please visit www.HomeCareAssistance.com or call 650-462-6900. You can also visit the Home Care Assistance office which is located at 148 Hawthorne Avenue in Palo Alto.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States and Canada. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. Home Care Assistance is also the exclusive provider of the Cognitive Therapeutics Method™, a one-on-one cognitive activities program administered in the home. For more information about Home Care Assistance or our services including the Cognitive Therapeutics Method™, visit homecareassistance.com or cognitivetherapeutics.com.